

WHAT IS CLAIMED IS:

1. A dual-use product package comprising:

a non-food product;

a non-rigid base defining a cavity holding said non-food product, said non-rigid base being adapted to contain food products once the non-food product is removed from said cavity;

a cover configured to close said cavity; and

a closure member fastening said cover to said base.
2. A product package in accordance with claim 1 further comprising a handle attached to said base.
3. A product package in accordance with claim 1 wherein said base is substantially rectangular.
4. A product package in accordance with claim 1 wherein said closure member comprises a zipper mechanism.
5. A product package in accordance with claim 1 wherein said closure member is located at or near a top edge of said base.
6. A product package in accordance with claim 1 wherein said cover is integrally formed with said base, said cover folded over said base in a closed position.
7. A product package in accordance with claim 1 wherein said non-food product constitutes footwear held in said cavity.
8. A product package in accordance with claim 1 wherein said cavity is adapted for use as a lunchbox.

9. A product package in accordance with claim 1 wherein said package includes an expandable section configured to hold either said non-food product in said cavity or a non-food product different from said non-food product in said cavity.

10. A product package in accordance with claim 1 wherein the food products includes at least one of an edible food, a beverage, a beverage container, an eating utensil, a piece of flatware, a cooling block, and a napkin.

11. A product package in accordance with claim 1 wherein said package is convertible into a duffel bag.

12. A product package in accordance with claim 1 wherein at least one of said base and said cover is insulated wherein said package may function as a cooler.

13. A footwear package comprising:

a support surface;

a plurality of soft side walls extending from said support surface and defining a cavity for holding footwear above said support surface, wherein at least one of said side walls comprises a flap folded over the remaining side walls to define a cover over said cavity; and

a zipper selectively coupling and uncoupling said flap and said remaining side walls.

14. A footwear package in accordance with claim 13 further comprising a handle.

15. A footwear package in accordance with claim 13 wherein at least one of said support surface and said side walls comprises a soft material and a stiffening element.

16. A footwear package in accordance with claim 13 wherein said zipper mechanism is located at or near a top edge of said base.

17. A footwear package in accordance with claim 13 further comprising footwear in said cavity.

18. A footwear package in accordance with claim 13 wherein said cavity is packed with footwear at a point of purchase.

19. A footwear package in accordance with claim 13 wherein said cavity is packed with footwear at a first point in time and packed with lunch items at a second point in time.

20. A footwear package in accordance with claim 13 further comprising an expandable section.

21. A footwear package in accordance with claim 13 further wherein said base is convertible into a duffel bag.

22. A method of reusing a footwear package having a base defining a cavity, footwear in the cavity, a cover enclosing the footwear in the cavity, and a zipper engaging the base to the cover, the method comprising:

unpacking the footwear from the package; and

packing at least one lunch item in the package.

23. A method of reusing a footwear package comprising;

packaging footwear in a lunchbox.

24. A method for selling a non-food item in combination with a dual-use container, said method comprising:

providing a dual-use container having a storage cavity configured to hold separately a non-food item and a food item one at a time;

packing a non-food item in the cavity;

presenting the dual-use container in combination with the non-food item packed therein at a point of purchase; and

configuring the dual use container to be reusable such that a purchaser of the dual use container in combination with the non-food item is able to remove the non-food item without damaging or destroying the dual-use container and repack the dual-use container with a food item.

25. The method of claim 24 wherein the dual container is formed with a non-rigid base.

26. The method of claim 24 wherein said packing includes closing a zipper connecting a cover and a base of the dual-use container.

27. The method of claim 24, wherein said non-food item constitutes at least one of clothing, footwear, a toy-related item, a sports-related item, a book, a magazine, a game-related item, an entertainment-related item, and an infant care-related item.

28. The method of claim 24 wherein the food-item constitutes one of an edible food item, a beverage, a beverage holder, utensils, plates, flatware, napkins, condiments, a food warmer and a cooling block,

29. The method of claim 29 further comprising providing indicia on the dual use container, said indicia identifying at least one of a source of a non-food item and a food item.

30. The method of claim 24, further comprising providing branding indicia on the dual use container identifying the source of a non-food item.

31. The method of claim 24, further comprising providing branding indicia on the dual use container identifying at least one of a sports team, a cartoon character, entertainment event, entertainment figure and movie, wherein said branding indicia is not indicative of a source of the non-food item.